

NEWMARK

1Q 2024

Hotel Market Nsights Report

COLUMBIA, SC



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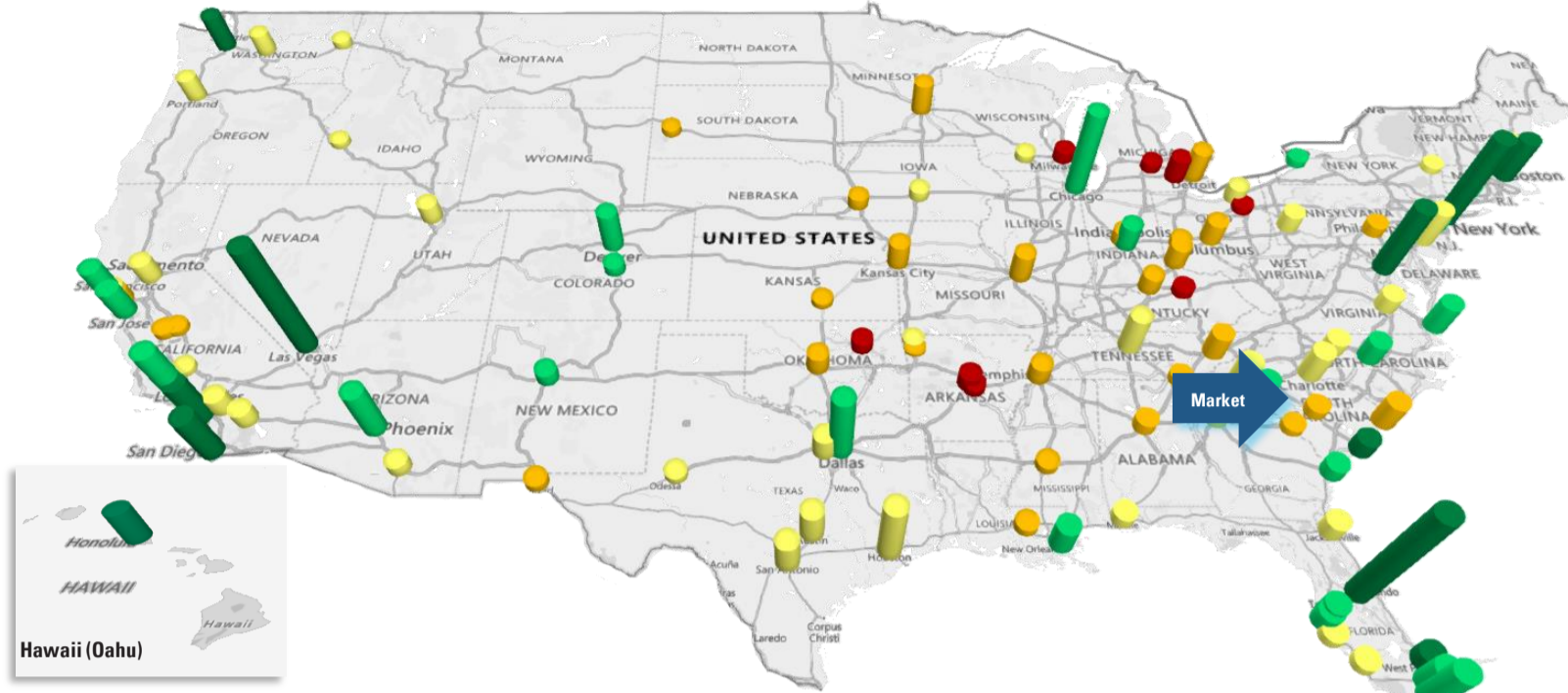
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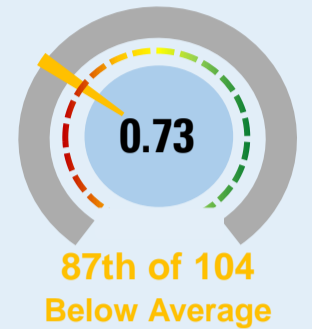


Lodging Performance Index Snapshot

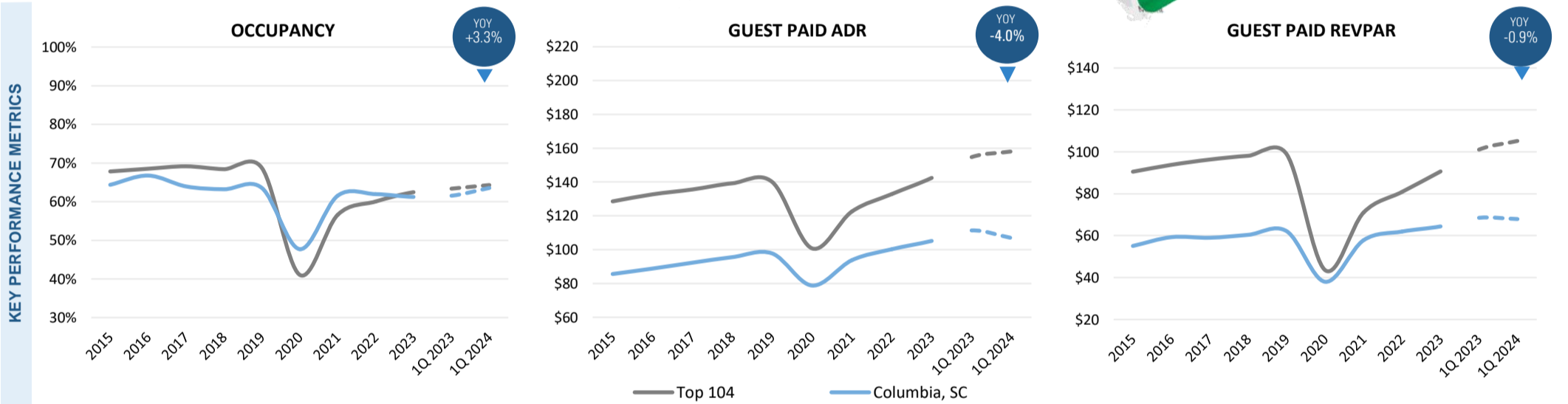


LODGING PERFORMANCE INDEX

Columbia, SC



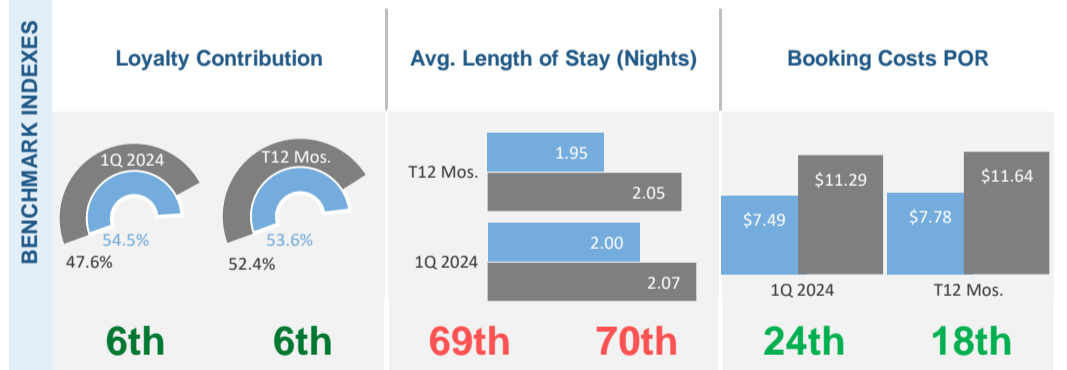
Ranking of overall '1Q 2024 LPI' performance (0.73) against all 104 surveyed markets.



Key Performance Indexes

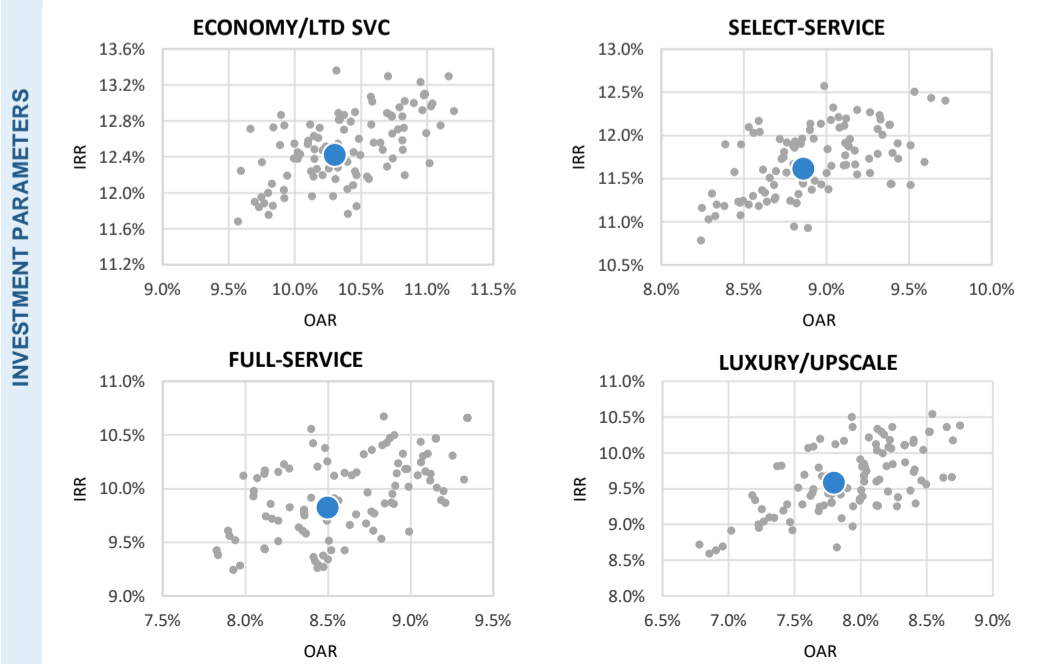


Key Benchmark Indexes



Discount and Capitalization Rates

Source: Newmark

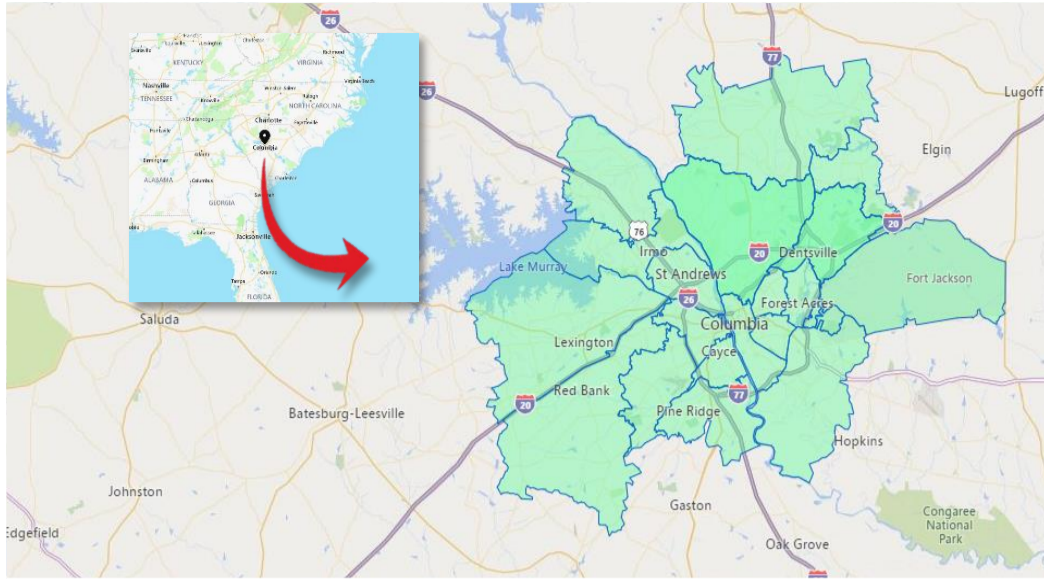


Trends and Risks

Source: Kalibri Labs, Newmark



Location



Quick Facts

Jurisdictional Information Source: US Census Bureau, Dept. of Labor Statistics

Municipal Name: Columbia
 County: Lexington County, Richland County
 State: South Carolina
 Geo Coordinates (market center): 34.04052, -80.9061

Major Hotel Demand Generators

Palmetto Health | Blue Cross & Blue Shield of South Carolina | University of South Carolina | Lexington Medical Center | Wal-Mart Stores Inc. | Amazon | SCANA | Allied Universal Security | AT&T | Gold Kist Inc. | Humana/TriCare | BB&T | Husqvarna | Providence Hospital | Amick Farms | Toumey Healthcare System | Midlands Technical College | Michelin Tire Corp. | Papa John's Pizza | Computer Science Corp.

Metrics and Ranking	Measurement	Rankings
Population (hotel market area)	477,431	86th of 104 (Below Average)
Income per Capita	\$43,650	72nd of 104 (Below Average)
Feeder Group Size	63.0 Persons PSR	36th of 104 (Average)
Feeder Group Earnings	\$2,749,206 PSR	26th of 104 (Above Average)
Total Market Hotel Revenues	\$310.8 million	82nd of 104 (Below Average)

Key Performance Metrics

Data provided by: **kalibri LABS**

YEAR ENDING	Guest Paid			COPE		Booking Cost	ADR COPE	Loyalty	Avg Length of Stay Nights	Supply Rooms	Performance Index (LPI)
	Occ %	ADR	RevPAR	ADR	RevPAR	POR	%	%			
2015	64.4%	\$85.60	\$55.08	\$79.98	\$51.47	\$5.62	93.4%	42.6%	2.04	11,580	0.74
2016	66.7%	\$88.82	\$59.28	\$82.77	\$55.25	\$6.05	93.2%	45.0%	2.00	11,620	0.97
2017	63.9%	\$92.28	\$59.00	\$85.54	\$54.69	\$6.75	92.7%	47.8%	1.93	11,760	0.66
2018	63.2%	\$95.57	\$60.40	\$88.52	\$55.95	\$7.05	92.6%	49.7%	1.95	11,810	0.95
2019	63.5%	\$97.75	\$62.12	\$90.23	\$57.34	\$7.52	92.3%	54.9%	1.89	11,950	0.67
2020	47.7%	\$78.80	\$37.98	\$73.81	\$35.21	\$4.99	93.7%	43.5%	2.05	11,960	0.98
2021	61.5%	\$93.79	\$57.85	\$87.53	\$53.86	\$6.26	93.3%	45.7%	2.03	12,150	0.98
2022	61.9%	\$100.26	\$61.97	\$93.47	\$57.90	\$6.79	93.2%	46.3%	1.98	12,220	0.69
2023	61.2%	\$105.17	\$64.42	\$98.03	\$60.02	\$7.14	93.2%	46.8%	1.95	12,300	0.72
CAGR: 2015 thru 2023	-0.6%	2.6%	2.0%	2.6%	1.9%	3.0%	0.0%	1.2%	-0.6%	0.8%	-0.3%
1Q 2023	61.5%	\$111.37	\$68.52	\$103.80	\$63.86	\$7.57	93.2%	51.4%	1.93	12,200	0.67
1Q 2024	63.5%	\$106.91	\$67.93	\$99.41	\$63.16	\$7.49	93.0%	54.5%	2.00	12,370	0.73

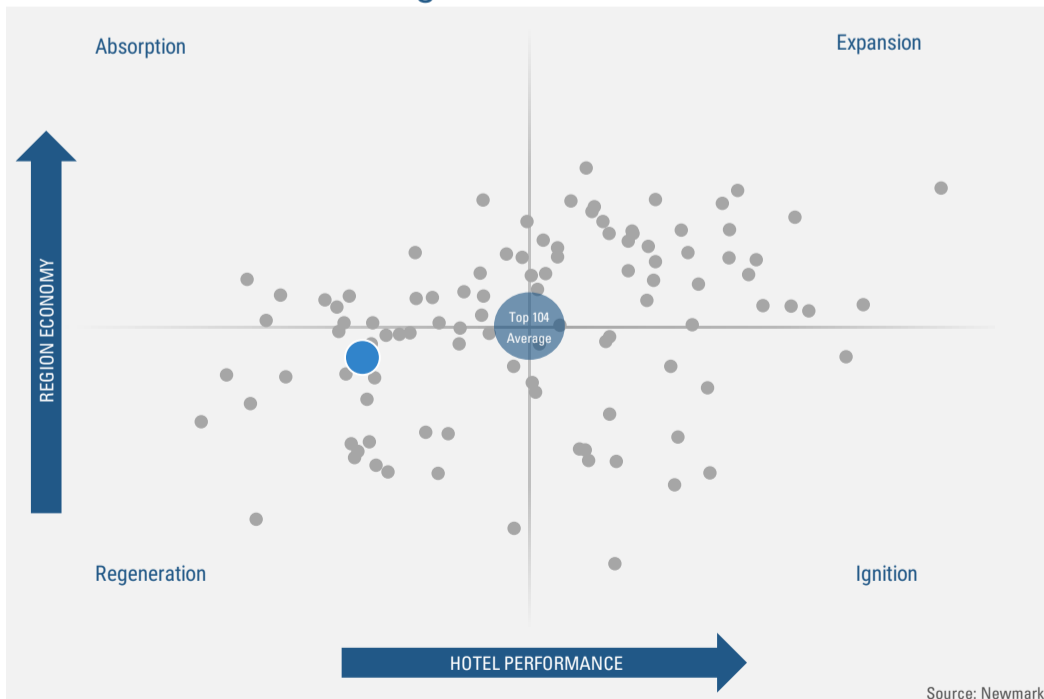
Notable Metrics

HIGHEST	Latest-Quarter Loyalty Contribution	T12-Month Loyalty Contribution	T12-Month Booking Costs POR
	6th Strong Columbia, SC exhibited strong latest-quarter loyalty contribution (54.5%)	6th Strong The market exhibited strong T12-month loyalty contribution (53.6%)	18th Above Average The market also enjoyed low T12-month booking costs POR (\$7.78)
	T12-Month Guest Paid RevPAR	T12-Month COPE RevPAR	T12-Month Guest Paid ADR
LOWEST	89th Below Average This market has been hindered by weak T12-month Guest Paid RevPAR (\$68.24)	88th Below Average The market posted weak T12-month COPE RevPAR (\$63.45)	88th Below Average Columbia, SC also exhibited weak T12-month Guest Paid ADR (\$111.20)

Notable Trends

STRONGEST	Long-Term Historical Average Length of Stay Growth	Long-Term Historical Occupancy Growth	Long-Term Historical Loyalty Contribution Growth
	23rd Above Average Columbia, SC enjoyed strong long-term historical average length of stay growth (1.0%)	26th Above Average The market enjoyed strong long-term historical occupancy growth (0.1%)	27th Above Average The market also exhibited strong long-term historical loyalty contribution growth (4.6%)
	Overall Health of Hotel Market	Short-Term Historical COPE ADR Growth	Short-Term Historical Guest Paid ADR Growth
WEAKEST	87th Below Average The market has been hampered by weak general hotel market performance (levels and trends of fundamentals)	74th Below Average We note this area posted weak short-term historical COPE ADR growth (2.1%)	74th Below Average Columbia, SC also has been impeded by weak short-term historical Guest Paid ADR growth (2.1%)

Market Performance Stage



Columbia, SC: Regeneration Stage

The Columbia, SC market is currently in the 'Regeneration' stage of the performance cycle. In this stage, hotels and the underlying economy are underperforming. The highest and best uses of hotel assets are still being challenged by lingering pandemic impacts, oversupply, weak economic indicators, and/or poor corporate contribution. Hotel investors look for opportunities to either exit or regenerate demand. Example markets in this stage include Cincinnati, OH; Detroit, MI; and Knoxville, TN.

Other Stages:

- Ignition:** In the 'Ignition' stage, hotels typically perform adequately for operators to enjoy positive returns, with confidence the economy will remain fully recovered from the pandemic. While the regional economy continues to recover, strong hotel performance locally is igniting expansion in certain key sectors. Example markets in this stage include Baltimore, MD; Chicago, IL; and Miami, FL.
- Absorption:** In the 'Absorption' stage, hotels are underperforming but in an economy with resilience and confidence the economy will shed any lingering pandemic impacts, presenting upside for CRE. Barriers to entry are high and the market hosts little or no new supply, allowing for the existing stock of rooms to be absorbed. Example markets in this stage include Atlanta, GA; Charlotte, NC; and Columbus, OH.
- Expansion:** In the 'Expansion' stage, hotels perform adequately, contributing to a resilient economy that has fully exited from the pandemic environment. Displacement demand is high, new hotel supply is feasible (despite barriers normally being high), and the overall economy is expanding. Example markets in this stage include Anaheim, CA; Austin, TX; and Boston, MA.

Industry Observations

MOODY'S ANALYTICS

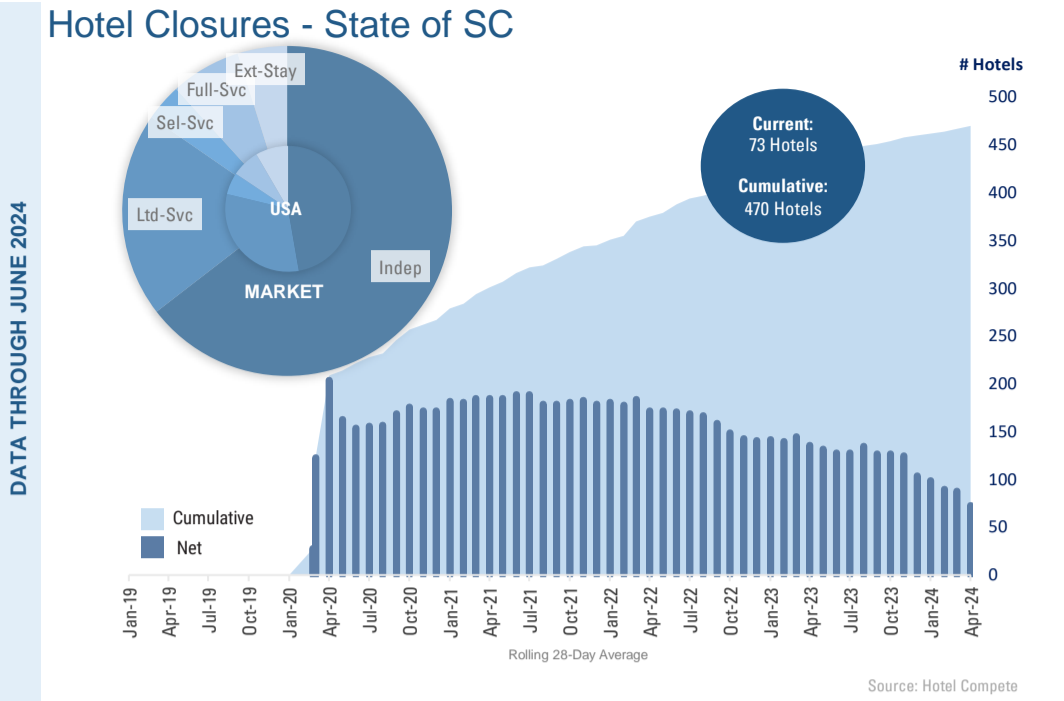
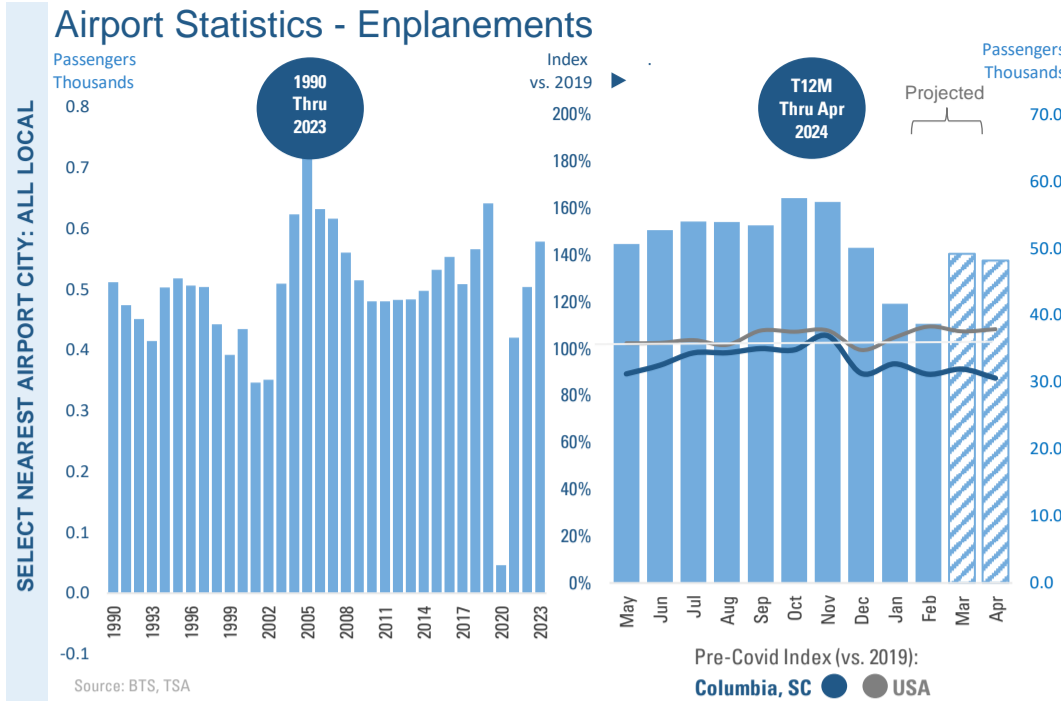
Business Cycle: **Expansion**
 Employment Growth (2 yr): **1.9%**
 Risk Exposure (402 US markets): **48th Percentile: Average Risk**
 Key Industry Notes: Favorable demographic trends, High economic vitality, High employment diversity, High poverty rate, Low per capita income

Moody's Rating

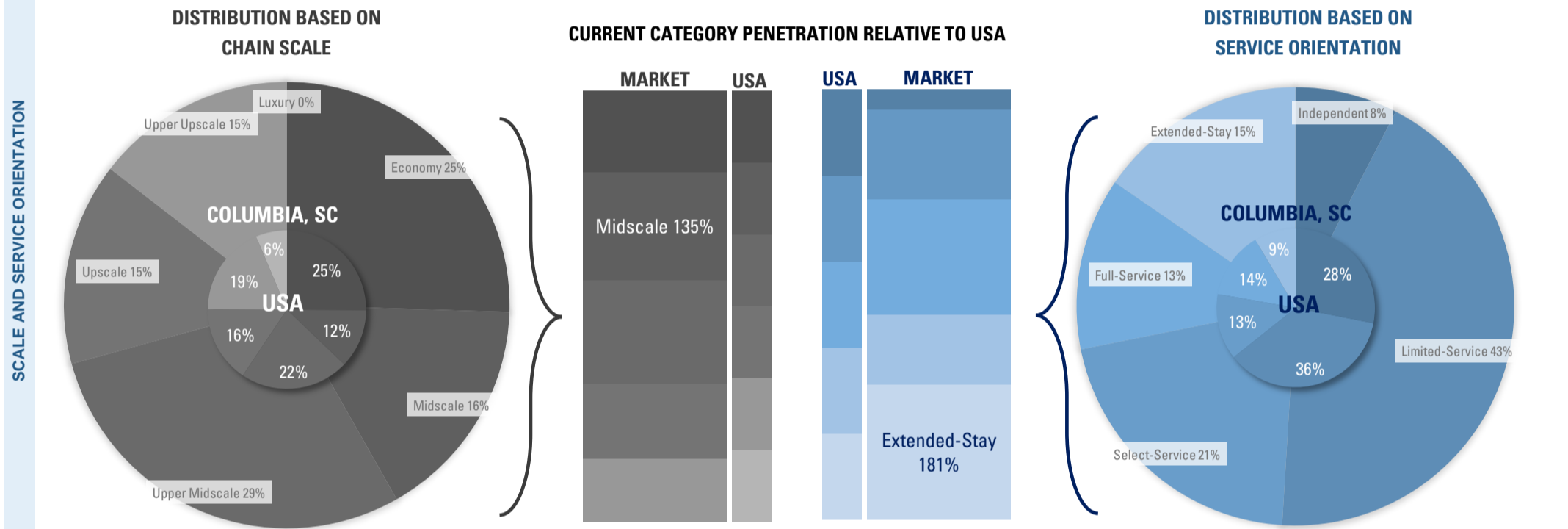
Aaa Investment Grade

Long-term investment grade, Prime-1 short-term outlook

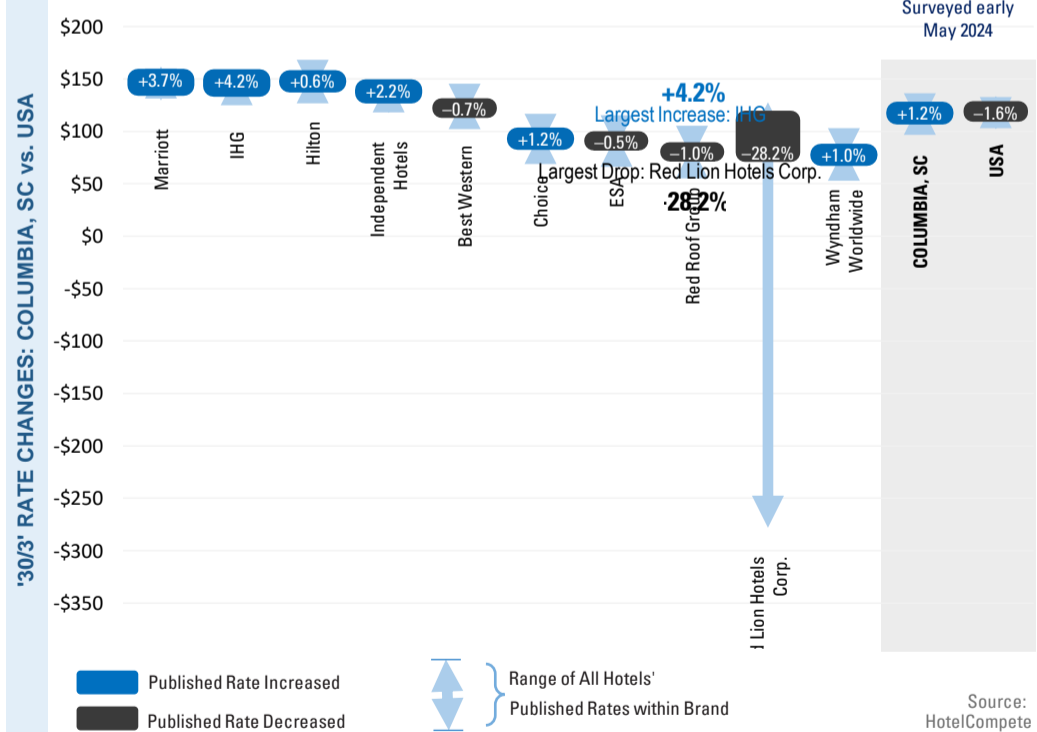




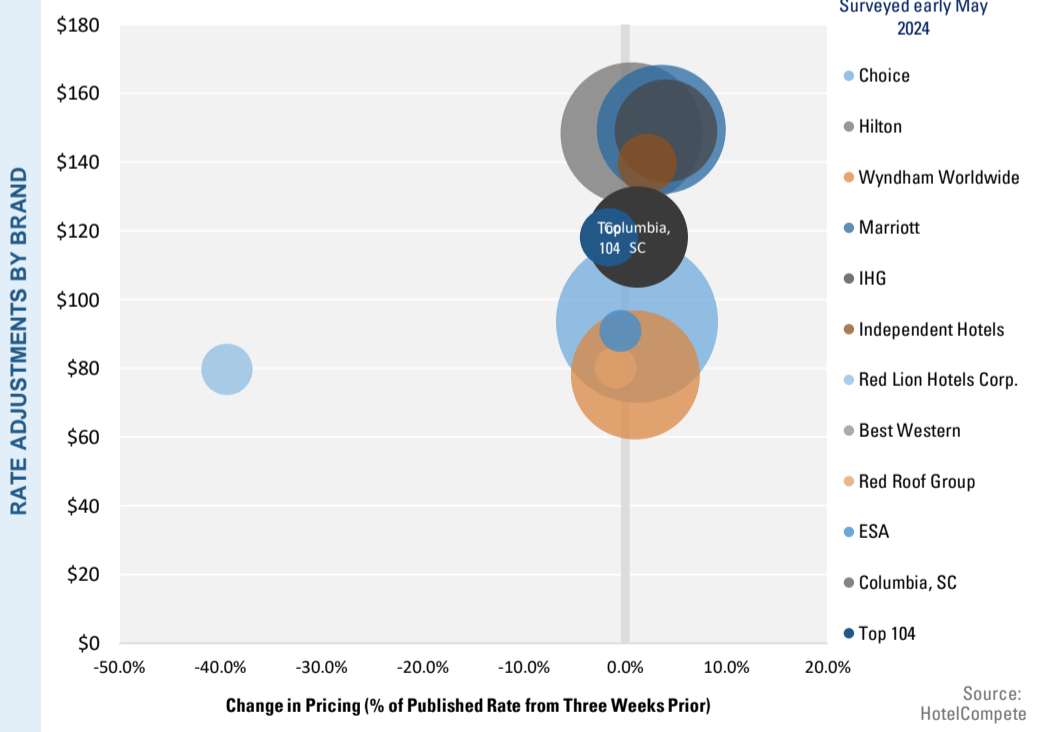
Scale and Service Distribution: Columbia, SC



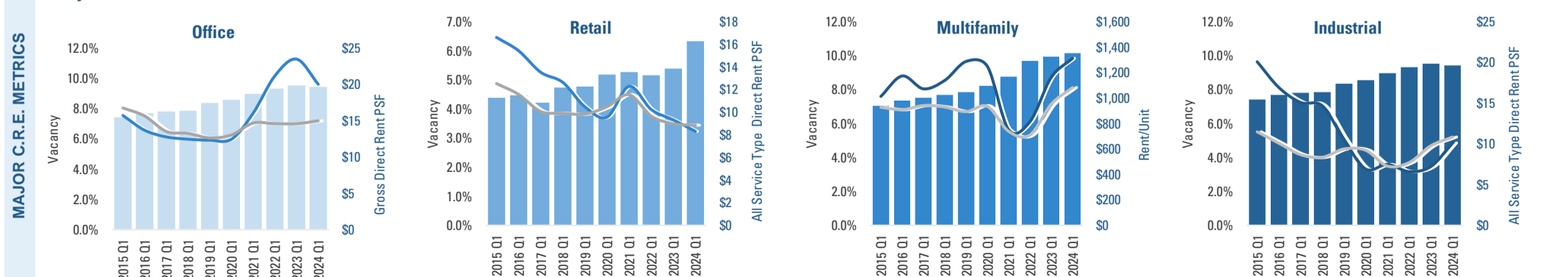
Published Rates: Top 10 Brands



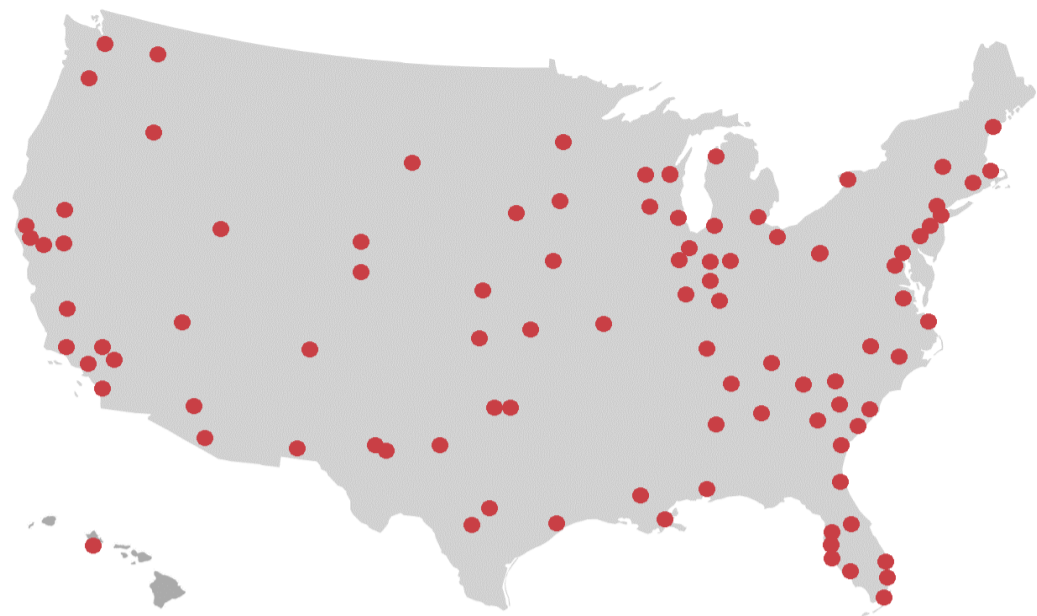
Published Rates: Volatility



Major CRE Market Performance



Nsights Hotel Market Reports Coverage



Akron, OH	Dayton, OH	Louisville, KY	Portland, OR
Albany, NY	Denver, CO	Madison, WI	Raleigh, NC
Albuquerque, NM	Des Moines, IA	Memphis, TN	Rapid City, SD
Anaheim, CA	Detroit, MI	Miami, FL	Richmond, VA
Arkansas State Area, AR	El Paso, TX	Michigan North Area, MI	Sacramento, CA
Atlanta, GA	Fayetteville, AR	Michigan South Area, MI	Saint Louis, MO
Augusta, GA	Fort Lauderdale, FL	Milwaukee, WI	Saint Petersburg, FL
Austin, TX	Fort Myers, FL	Minneapolis, MN	Salt Lake City, UT
Bakersfield, CA	Fort Worth, TX	Mobile, AL	San Antonio, TX
Baltimore, MD	Fresno, CA	Myrtle Beach, SC	San Bernardino, CA
Baton Rouge, LA	Greensboro, NC	Nashville, TN	San Diego, CA
Bentonville, AR	Greenville, SC	New Brunswick, NJ	San Francisco, CA
Birmingham, AL	Harrisburg, PA	New Orleans, LA	San Joaquin Valley, CA
Boise City, ID	Hartford, CT	New York, NY	San Jose, CA
Boston, MA	Houston, TX	Newark, NJ	Sarasota, FL
Buffalo, NY	Indiana North Area, IN	Oahu Island, HI (Branded)	Savannah, GA
Charleston, SC	Indiana South Area, IN	Oakland, CA	Seattle, WA
Charlotte, NC	Indianapolis, IN	Odessa-Midland, TX	Spokane, WA
Chattanooga, TN	Jackson, MS	Oklahoma City, OK	Tampa, FL
Chicago, IL	Jacksonville, FL	Omaha, NE	Tucson, AZ
Cincinnati, OH	Kansas City, MO	Orlando, FL (Non-Disney)	Tulsa, OK
Cleveland, OH	Knoxville, TN	Palm Desert, CA	Virginia Beach, VA
Colorado Springs, CO	Las Vegas, NV (Non-Strip)	Philadelphia, PA	Washington State Area, WA
Columbia, SC	Lexington, KY	Phoenix, AZ	Washington, DC
Columbus, OH	Little Rock, AR	Pittsburgh, PA	West Palm Beach, FL
Dallas, TX	Los Angeles, CA	Portland, ME	Wichita, KS

*Customized market reports available upon request

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Golf Courses

Marinas

Ski and Village Resorts

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Financial Reporting

Our seamless approach to fulfilling clients' financial reporting requirements means no outside assistance is needed.

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Portfolio Analytics

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Property Tax

We understand every aspect of a property's operations, allowing us to craft advanced tax strategies.

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